

IDA Advisory Panel

Recommendations for the Wheaton CBD



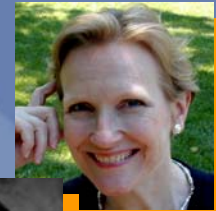
IDA'S ASSIGNMENT

Identify ways that County assets in the Wheaton CBD can be best utilized to “jump start” revitalization of the district.



The IDA Panel

- **Dave Feehan** - International Downtown Association, Washington, DC
- **Betsy Jackson** - The Urban Agenda, Inc., Ann Arbor, MI
- **David Diaz** - Downtown Raleigh Alliance, Raleigh, NC
- **Ron Redmond** - Church Street Marketplace, Burlington, VT
- **Michael Stevens** - Capital Riverfront Business Improvement District, Washington, DC.
- **Kathleen Wendler** - Southwest Detroit Business Association, Detroit, MI



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Observations

- ***Strengths & Assets*** – Building on them is the first order of business
- ***Weaknesses, Threats & Challenges*** – Issues that can derail progress



Strengths & Assets

- **Wheaton CBD is strategically located for positive growth**
 - Transit hub
 - “15 minutes from anywhere”
- **County leadership committed & willing to try new things**
- **Mid-County Regional Services Center is an important anchor**
- **Wheaton Library a critical development asset**



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Strengths & Assets

- Proximity to Wheaton Regional Park
 - Important to future Q-o-L
- Non-profit organizations add “soul”
- Solid, economically diverse neighborhoods
- Downtown residential development successful
- Potential for additional office, commercial & residential space



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Strengths & Assets

- Eclectic mix of niche restaurants & small businesses
- Well-informed and well-organized citizen groups
- Adequate supply of parking, with room to grow
- Westfield Wheaton shopping mall
- Previous visioning & planning



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Weaknesses, Threats & Challenges

- Need for community-endorsed development plan
- Regional Services Center is not 'highest and best use'
- Niche businesses are not reaching their potential
- Some property owners are unresponsive
- Language barriers exist



Weaknesses, Threats & Challenges

- Frustration with the pace of revitalization
- Replacement parking will be needed
- CBD access to regional park is poor
- Some resistance to Library relocation
- Some see County's policies as unreasonably restrictive



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Weaknesses, Threats & Challenges

- Bureaucratic 'walls' within/between County M-NCPPC
- M-NCPPC's role isn't clear to the general public
- Arts & Entertainment District not meeting expectations
- Marketing of the CBD is seen as weak
- CBD is not pedestrian-friendly



General Recommendations

Create a quality, 'town center' environment that's *unique to Wheaton*

Capitalize on Wheaton's '*community DNA*'

Treat County holdings as a real estate 'portfolio'



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General Recommendations

Create a *desirable destination* with an 'amenities package' unique to Wheaton:

- Civic anchor(s) in signature building(s)
- Arts...eccentric, 'funky'
- Food...beyond restaurants
- Niche retail & services



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Priority Recommendation #1:

Grow from the inside out...

Transform Lot #13 into the new Town Square.

- **County controls real estate**
- **Contiguous to high-visibility development site**
- **Already functions as 'center'**



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Examples

- Orenco Station – Portland, OR.
- Rockville, MD.
- Sennaya Plaza, St. – Petersburg, Russia
- Charlotte, NC
- Asheville, NC
- Boulder, CO



Portland, OR



Rockville, MD



St. Petersburg, Russia



Asheville, NC



Charlotte, NC



Boulder, CO



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Grow from the inside out...

Relocate Wheaton Library to Regional Services Center site.

- As part of a mixed-use, public-private development
- In a “signature” building (landmark, visual destination)



Examples

- Vancouver, BC
- Rockville, MD.
- Salt Lake City, UT
- Yonkers, NY
- New York, NY



Vancouver, BC



Rockville, MD



Salt Lake City, UT



NY City Library/Bryant Park, NY



Yonkers, NY



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Grow from the inside out...

Design & Program town center
'green space'

- **Farmers' Market**
- **Events**
- **Informal uses**



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Examples

- Burlington, VT
- Ann Arbor, MI
- Corning, NY
- Asheville, NC
- Dallas, TX



Union Square, NYC



Dallas, TX



Burlington, VT



Ann Arbor, MI



Corning, NY



Asheville, NC



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Grow from the inside out...

Create replacement parking...*at the start*

Create mixed-use plan for surrounding blocks for future phases

Relocate social services within the CBD & near transit



Pennington Street Garage
Tucson, AZ



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Priority Recommendation #2: Conduct a Market Study

Analysis of strongest consumer targets

Market feasibility of:

- **Office space (public & private)**
- **Retail**
- **Residential (affordable & market rate)**
- **Arts & cultural amenities**

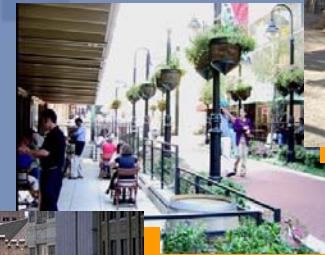




Priority Recommendation #3: Create *the best* pedestrian district in the County!

Create a plan for pedestrian safety, traffic calming, improved circulation, and parking management

- Implementation, marketing, management, benchmarking & analysis
- Negotiate with MD-DOT
- Project for Public Spaces (www.pps.org)



Madison, WI



Dallas, TX

Houston, TX



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Create *the best* pedestrian environment in the County!

Invest in high-quality public amenities

- Sidewalks, streets, lighting, banners, street furniture
- Maintenance
- Sponsorship possibilities



Asheville, NC



Los Angeles, CA



Boulder, CO



Madison, WI



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Priority Recommendation #4: Expand Clean & Safe Services

Improve visibility of the team

Look for areas of service
improvement or expansion

Commit to an “ambassador”
approach



Winnipeg, MB



Timing and Phasing

Start with the activities that:

- **You have the most control over**
- **Present the greatest, most visible progress**
- **Address more than one goal**



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Phase One (0-3 years) – Create the Town Center

- Focus on Lot 13 as ‘town green’ location
- Relocate Library to Regional Services Center site
- Develop replacement parking
- Begin programming ‘town green’ site asap
- Relocate social services near transit



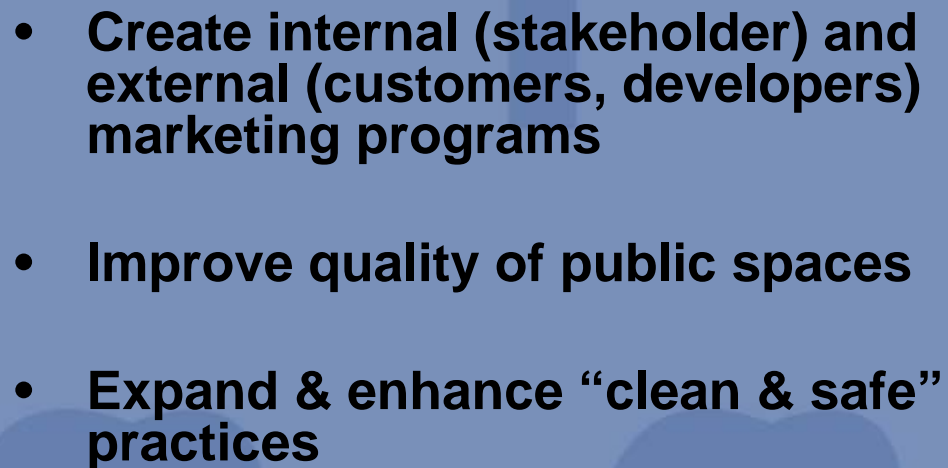
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Phase One (0-3 years) – Other stuff...

- Conduct market feasibility study
- Participate in Safeway site development
- Create/execute pedestrian, traffic, circulation, parking, & wayfinding strategies
- Expand County services to small business







Timing and Phasing

<i>Phase 1 (0-3 yrs)</i>	<i>Phase 2 (5-10 yrs)</i>	<i>Phase 3 (10+ yrs)</i>
• Plan & develop “town center” on Lot 13. →	• Extend town center dev. to Ga. Ave. block →	• Complete town center development on N. & W boundaries.
• Relocate Library to town ctr. site & expand to mixed-uses →	• Expand cultural arts programming; keep activities fresh. →	• Incorporate cultural arts into all phases of development.
• Develop replacement parking for Lot 13 →	• Adjust parking supply & location to support Phase 2 development. →	• Continue to assess & adjust parking needs & supply.
• Begin programming for new town center →	• Enhance programming and management of town center. →	• Review & update programming. Assess physical conditions & make improvements.



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Timing and Phasing

<i>Phase 1 (0-3 yrs)</i>	<i>Phase 2 (5-10 yrs)</i>	<i>Phase 3 (10+ yrs)</i>
<ul style="list-style-type: none">• Conduct market feasibility analysis →	<ul style="list-style-type: none">• Update market data for bus. & dev. recruitment →	<ul style="list-style-type: none">• Update data for on-going bus. & dev. Recruitment.
<ul style="list-style-type: none">• Participate in dev. of Safeway site (prkg, real estate) →	<ul style="list-style-type: none">• Participate in dev. proposals in CBD east of Georgia (prkg, real estate) →	<ul style="list-style-type: none">• Continue to leverage County assets for future development.
<ul style="list-style-type: none">• Create & execute ped., traffic, circulation, parking & wayfinding plan. →	<ul style="list-style-type: none">• Manage the ped., traffic, circulation, parking & wayfinding program. →	<ul style="list-style-type: none">• Include ped., traffic, circ., parking & wayfinding in all future developments.
<ul style="list-style-type: none">• Expand County's services to small businesses. →	<ul style="list-style-type: none">• Use market data to create more small business services. →	<ul style="list-style-type: none">• Manage & enhance small business services.



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Timing and Phasing

<i>Phase 1 (0-3 yrs)</i>	<i>Phase 2 (5-10 yrs)</i>	<i>Phase 3 (10+ yrs)</i>
• Create internal & external marketing. →	• Maintain & refresh marketing strategies. →	• Review & revamp marketing messages.
• Improve quality of public space. →	• Maintain & refresh public space. →	• Review needs & redesign as needed.
• Expand & enhance clean-and-safe services. →	• Continue to improve clean-and-safe services. →	• Consider expansion of service boundaries.
	• Redesign Veterans Park. • Realign Ennalls Ave. for Phase 3 development.	



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Conclusion

**Building on the District's Strengths
+ Focusing Efforts for Maximum Impact =**

Montgomery County's Next Great Success Story!



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Thank You

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